Consumer Attraction Analysis of Culinary Products Using Marketing Mix Approach in Medan

Muhibur Rahman[(✉)], Sukaria Sinulingga, and Sugih Arto Pujangkoro

Management Study Program, Faculty of Economics and Business, University of North Sumatra, Medan, North Sumatra 20155, Indonesia
`mmusu@usu.ac.id`

Abstract. Marketing strategy is a strategy used by companies to win in market competition. Applying a marketing strategy in a business is very important and affects the company's performance. How the company developed the strategy would significantly affect the company's success rate. This study aims to analyze the factors of the decline in product sales or identify the causal factors using the Marketing Mix approach and formulate strategies that are effectively implemented to increase sales of these products. The method used in this research is quantitative research. All the data used in this research are collected through observation, interviews, and questionnaires. This research population includes all consumers who have made purchases at Takoishi Premium by distributing questionnaires to 100 respondents. The analysis used in this research is using multiple linear regression analysis using the SPSS application. The results of this study indicate that product, price, promotion, people, and process significantly affect sales volume, while location and physical evidence have no significant effect on sales volume. Increasing product prices, promotions, people, and processes will increase sales volume. The ups and downs of location quality and physical evidence do not affect sales volume.

Keywords: Marketing Mix 7P · Multiple Linear Regression Analysis · Marketing Strategy · Takoishi Premium

1 Introduction

Along with the development of the business era in the food sector, there is a tendency to continue to increase, both in terms of quantity and quality. This can create a business opportunity to do business in the culinary field. Humans need food and drink as basic needs to carry out their daily activities. During the last few years, Indonesia has faced a COVID-19 pandemic that has impacted all aspects of life, one of which is the economic sector. While the presence of MSMEs dominates the largest supporting economy in Indonesia, so based on a survey conducted by Lipi [1] that 94.69% of the business experienced a decline in sales.

Food is one of the most important basic human needs besides clothing and shelter. To survive, humans must meet their basic needs. The need for food will continue to increase along with population growth, especially in crowded urban areas. The increase in population also makes opportunities in the food business promising [2]. The wider food business opportunities are developing at this time, but not all businesses can last long due to many factors, such as management factors that are still too simple, lack of business capital, and the loss of customers to look for other alternative food businesses. The most challenging requirement in marketing is to keep customers always buying products from sellers, also known as customer loyalty.

To increase customer loyalty, business owners must have a good marketing strategy for each product to compete with other food business competitors [3]. The marketing strategy that supports the marketing of products to provide customer satisfaction is using the marketing mix, which consists of product, place, price, and promotion. By using a marketing mix strategy, it is expected to be able to increase sales gradually. Takoishi Premium markets its products through Instagram and other social media. When viewed through Instagram, the owner emphasizes the appearance of each product with wide varieties to attract customers. The same method is also used in other social media. In marketing, consumer needs are also essential to take into consideration. Consumers have the power to choose similar products, but with different specifications, so the competition in this industry is a market competition with many sellers and consumers, but the resulting product has its characteristics. In the culinary market, innovation is required from the seller in order to produce products that are innovative and capable of attracting customers' interest [4].

Four alternatives could be conducted by MSME owners in East Java; there are online marketing promotion, selling products in other business places, establishing the main store to sell the products, or making an offer to consumers through social media [5].

The results of this study are expected to analyze the factors of the decline in product sales or identify the causal factors using the Marketing Mix approach and formulate strategies that are effectively implemented to increase sales of these products. Finally, the study's findings are expected to enrich the existing literature, particularly the empirical evidence on the marketing mix approach.

2   Methods

2.1   Type of Research

The type of research used is quantitative research methods conducted by doing comparative causal research, which is characterized by problems related to causation between two or more variables. This comparative causal research examines the effect of the 7P marketing mix variable on the dependent variable of sales volume.

2.2   Data Collection Techniques

Data is a source of information. Therefore, the data source is essential in determining the data collection method. The type of data collected is in the form of qualitative and

quantitative data. According to Uma Sekaran [6], there are two data sources in this study, the first is the primary data, which is data obtained or collected by researchers directly from the source.

Primary data is usually referred to as original data or the latest data that has an up-to-date nature. To obtain primary data, researchers must collect it directly. The researchers can use observation, interviews, and distributing questionnaires to find primary data. Second is the secondary data, which is obtained or collected by researchers from all existing sources in the sense of researchers as second hands.

Secondary data can be obtained from various sources such as journals, books, reports, addresses of trusted sites, etc. Between displaying data and drawing conclusions, there are existing data analysis activities.

2.3   Population and Sample

The population of this study is all Takoishi Premium consumers who ever made a purchase at Takoishi Premium. To facilitate the research, the sample size was set at 100 people. The number of respondents, as many as 100 people, was considered representative. The sampling technique used is Accidental Sampling.

3   Result and Discussion

3.1   Validity Test Result

The validation test can be measured by correlating the questions' scores with the total score of the construct or variable. The significant test can be done by comparing the calculated r-value with the r-table. If the calculated r-value is greater than the r table, it can be concluded that each question indicator is valid. The validity tester uses the provisions if it is significant from r count or r results > r table. Then the item is valid. Validity test result shown in Table 1.

Based on Table 1, it shows that the results of testing the validity of indicators of all independent variables and dependent variables are valid; the r count is greater than the r table, so it is stated that all research variables are valid.

3.2   Reliability Test

Questionnaire is reliable if a person's answer to the statement is consistent or stable from time to time. Reliability is a tool to measure a questionnaire as the indicator of variables. A reliability test is used to determine the constraints or consistency of the questionnaire used. The results of the Reliability test shown in Table 2.

Based on the results of the Table 2, if the Cronbach Alpha value is greater than 0.6, then each statement item used in all variables will be able to obtain consistent data, which means that if the statement is submitted again, it will get an accurate answer.

Table 1. Validity Test

Variable	Question	R Value	R Table	Description
Product	X1.1	0,325	0,195	Valid
	X1.2	0,440	0,195	Valid
	X1.3	0,324	0,195	Valid
	X1.4	0,430	0,195	Valid
Price	X2.1	0,428	0,195	Valid
	X2.1	0,528	0,195	Valid
	X2.3	0,328	0,195	Valid
Place	X3.1	0,283	0,195	Valid
	X3.2	0,562	0,195	Valid
	X3.3	0,472	0,195	Valid
	X3.4	0,532	0,195	Valid
Promotion	X4.1	0,312	0,195	Valid
	X4.2	0,412	0,195	Valid
	X4.3	0,312	0,195	Valid
People	X5.1	0,432	0,195	Valid
	X5.2	0,254	0,195	Valid
	X5.3	0,560	0,195	Valid
	X5.4	0,360	0,195	Valid
Proses	X6.1	0,490	0,195	Valid
	X6.2	0,269	0,195	Valid
	X6.3	0,428	0,195	Valid
	X6.4	0,428	0,195	Valid
Physical Evidence	X7.1	0,436	0,195	Valid
	X7.2	0,459	0,195	Valid
	X7.2	0,358	0,195	Valid
	X7.2	0,429	0,195	Valid
Sales	Y.1	0,462	0,195	Valid
	Y.1	0,462	0,195	Valid
	Y.1	0,462	0,195	Valid
	Y.1	0,462	0,195	Valid

3.3 Multiple Linear Regression Analysis

Multiple linear regressions was used to find the influence between independents consisting of product, price, promotion, place, people, physical evidence, and process on the

Table 2. Reliability Test.

Variable	Cronch Alpha	Description
Product	0,755	Reliable
Price	0,767	Reliable
Place	0,749	Reliable
Promotion	0,757	Reliable
People	0,743	Reliable
Process	0,720	Reliable
Physical Evidence	0,733	Reliable
Sales	0,726	Reliable

dependent variable, namely sales volume. The results of the regression can be seen in the Table 3.

The general regression model equations produced in the study are as follows:

$$Y = 13.126 + 0.111 + 0.530 + 0.108 + 0.350 + 0.240 + 0.253 + 0.111 + e\,1$$

From the linear regression equation above, it can be described as follows:

1. The value of the constant (a) is 13,126 which indicates that product, price, promotion, place, people, physical evidence, and process $= 0$, meaning that sales volume will increase.
2. Regression coefficient X1 of 0.111 means that if the value of the Product variable (X1) increases by one unit, the value of Sales (Y) will increase by 0.111 assuming the Product variable (X1) is considered constant.

Table 3. Multiple Linear Regression Analysis.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
C	13,126	2,083		6,303	<0,001
Product	0,111	0,100	0,112	2,107	0,002
Price	0,053	0,027	0,199	1,995	0,042
Place	0,108	0,171	0,128	2.629	0,531
Promotion	0,035	0,114	0,062	2,307	0,009
People	0,240	0,079	0,364	3,026	0,003
Process	0,253	0,115	0,294	2,202	0,030
Physical Evidence	0,111	0,109	0,121	2,022	0,309

3. The regression coefficient X2 of 0.053 means that if the value of the Price variable (X2) increases by one unit, the value of Sales (Y) will increase by 0.053, assuming the Price variable (X2) is considered constant.
4. The regression coefficient X3 of 0.108 means that if the value of the Place variable (X3) increases by one unit, the value of Sales (Y) will increase by 0.108, assuming the Place variable (X3) is considered constant.
5. The regression coefficient X4 of 0.035 means that if the value of the Promotion variable (X 4) increases by one unit, the value of Sales (Y) will increase by 0.035, assuming the Promotion variable (X4) is considered constant.
6. The regression coefficient X5 of 0.240 means that if the value of the People (X5) variable increases by one unit, the Sales (Y) value will increase by 0.240, assuming the Person (X5) variable is considered constant.
7. The regression coefficient X6 of 0.253 means that if the value of the Promotion variable (X6) increases by one unit, the value of Sales (Y) will increase by 0.253, assuming the Promotion variable (X6) is considered constant.
8. The Regression Coefficient X 7 of 0.111 means that if the value of the Physical Evidence variable (X7) increases by one unit, the Sales value (Y) will increase by 0.111, assuming the Physical Evidence variable (X7) is considered constant.

3.4 Normality Test

In regression analysis, the assumption must be met that the residuals must be normally distributed. The normality test in this study was carried out through a graphical approach. A good regression model is a normal data distribution close to normal. The result of normality test shown in Fig. 1.

Based on the results of the P-Plot graph, it shows that the data spread around the diagonal line. This is in accordance with the P-Plot graph analysis, namely, if the data
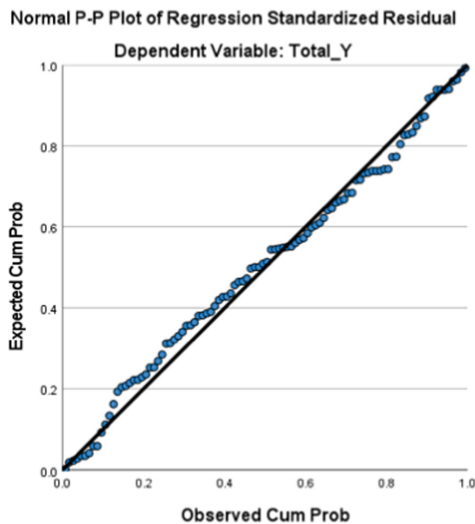

Fig. 1. Normality Test.

Table 4. Multicollinearity Test.

Variable	Collinearity Statistics		Description
	Tolerance	VIF	
Product	0,884	1.131	Non multicollinearity
Price	0,870	1,149	Non multicollinearity
Place	0,218	4.582	Non multicollinearity
Promotion	0,219	4,575	Non multicollinearity
People	0,621	1,610	Non multicollinearity
Process	0,505	1,981	Non multicollinearity
Physical Evidence	0,644	1,554	Non multicollinearity

that spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, the regression model meets the assumption of normality.

3.5 Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. The test result of multicollinearity can be seen from the value of VIF (Variance Inflation Factor).

In accordance with the provisions that have been set, in the regression equation of this study, there was no correlation between the independent variables, or it could be said to be independent of multicollinearity so that these variables could be used in research. Table 4 shown the result of multicollinearity test.

Based on the table above, the Variance Influence Factor (VIF) value on all independent variables used as the model in this study is less than 10 for a tolerance value of less than 0.10. In accordance with the provisions that have been set, in the regression equation of this study, there was no correlation between the independent variables, or it could be said to be independent of multicollinearity so that these variables could be used in research. Table 4 shown the result of multicollinearity test.

3.6 Heterocedasticity Test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observation to another. The step used to detect the presence or absence of heteroscedasticity is by looking at the graphite plot between the predicted value of the dependent variable (ZPRED) and the residual value (SRESID). The result of heterocedasticity test shown in Fig. 2.

The image, which is a scatterplot graph, shows that the data is spread over the top and bottom positions of the number 0 (zero) on the Y axis. In addition, the graph does not have a clear pattern, so there is no heteroscedasticity in the regression equation model, which means the regression model is feasible to use in predicting sales volume based on the variables that influence it, which are product, price, place, people, physical evidence and process.
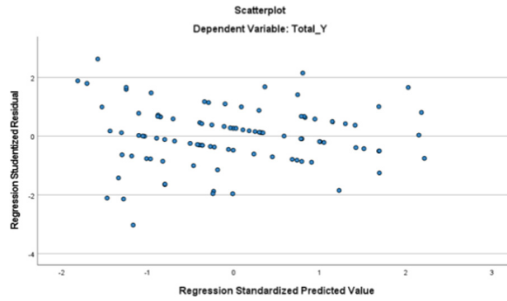
Fig. 2. Heterocedasticity Test.

Table 5. F Test.

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.853	7	5.265	2.781	.011ᵇ
	Residual	174.187	92	1.893		
	Total	211.040	99			

a. Variable Dependent: Volume Sales
b. Predictors: (Constant), $(X_1, X_2, X_3, X_4, X_5, X_6, X_7)$

3.7 F Test (Model Feasibility Test)

Model feasibility test or F test which shows that all independent variables consist of product variables (X1), price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) simultaneously significant effect on the dependent variable, namely Sales Volume (Y). The result of f test shown in Table 5.

Based on the f test table, the F_{count} significance level of 0.011 < 0.05 and 2.781 > 2.100 is greater than F_{table}, which shows that the feasible regression model is used for subsequent analysis and based on the level of significance, it is concluded that the variables consisting of product, price, place, promotion, people, process and physical evidence together have a significant effect on sales volume.

3.8 Coefficient of Determination Test (R Square)

The coefficient of determination (R^2) is used to measure and determine how far the capabilities of models such as products, prices, places, promotions, people, processes, physical evidence, and processes to the dependent variable of sales volume. Determination test result and multiple correlation coefficient (R^2) shown in Table 6.

Based on the table of R. test results Square can be seen at 0.389 or 38.9%, which indicates that the variable sales volume can be explained by each variable product, price, place, promotion, people, process, and physical evidence is 38.9% while the remaining 61.1% is explained by other factors that are not included in this study.

Table 6. Determination test Result And Multiple Correlation Coefficient (R2).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623a	.389	.194	1.201

a. Predictors: (Constant), X_1, X_2, X_3, X_4, X_5, X_6, X_7
b. Variable Dependent: Volume Sales

3.9 T Test (Hypothesis Testing)

This test is conducted to test the hypothesis or partial effect on the dependent variable. The t-count test was used to test the significance of each independent variable on the dependent variable. The test results are significant if the significance value is <0.05. If >0.05, then it is said to be insignificant. Table 7 show the result of T test (hypothesis testing).

Based on the results of the hypothesis testing that has been carried out, it is known that:

1. The effect of the product on the sales volume produces a Sig of 0.002. Therefore Sig (0.002) < Sig (0.05), then the product is proven to have a positive and significant effect on sales volume.
2. The effect of price on sales volume produces a Sig of 0.042. Therefore Sig (0.042) < Sig (0.05), then the price proved to have a positive and significant effect on sales volume.
3. The effect of place on sales volume produces a Sig of 0.531. Therefore Sig (0.531) > Sig (0.05), then the product proved to have a positive but not significant effect.
4. The effect of promotion on sales volume produces a Sig of 0.009. Therefore Sig (0.009) < Sig (0.05), then the promotion proved to have a positive and significant effect on sales volume.

Table 7. T Test (Hypothesis Testing)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Product	0,111	0,100	0,112	2,107	0,002
Price	0,053	0,027	0,199	1,995	0,042
Place	0,108	0,171	0,128	2.629	0,531
Promotion	0,035	0,114	0,062	2,307	0,009
People	0,240	0,079	0,364	3,026	0,003
Process	0,253	0,115	0,294	2,202	0,030
Physical Evidence	0,111	0,109	0,121	2,022	0,309

5. The influence of people on sales volume produces a Sig of 0.003. Therefore, Sig (0.003) < Sig (0.05) means people have a positive and significant effect on sales volume.
6. The influence of the process on sales volume produces a Sig of 0.030. Therefore Sig (0.030) < Sig (0.05), then the process is proven to have a positive and significant effect on sales volume.
7. The effect of Physical Evidence on sales volume resulted in a Sig of 0.309. Therefore, Sig (0.309) > Sig (0.05), the Physical Evidence proved to have a positive but not significant effect.

4 Conclusions

4.1 Conclusions

From the results of research and discussion, it can be concluded as follows:

The product positively and significantly affects sales volume at Takoishi Premium. Price has a positive and significant effect on sales volume at Takoishi Premium; Place has a positive but not significant effect on sales volume at Takoishi Premium; promotion has a positive and significant effect on sales volume at Takoishi Premium; people have a positive and significant impact on sales volume at Takoishi Premium; process has a positive and significant effect on sales volume at Takoishi Premium; physical evidence has a positive and insignificant effect on sales volume at Takoishi Premium.

4.2 Suggestions

Based on the overall discussion and the results of the analysis that has been carried out, the suggestions that can be submitted are as follows:

1. Products from Takoishi Premium should maintain their taste and quality because this can influence consumers to buy and increase sales volume.
2. Takoishi Premium should be expected to keep prices affordable. With affordable prices, consumers will continue to buy despite increasing prices.
3. Takoishi Premium should maintain access, as well as the cleanliness of the place. It would be better if Takoishi Premium could make a wider parking area and waiting area if there is an additional budget.
4. Takoishi Premium should increase its promotions, especially on social media so that consumers can see more product information and what promotions are currently ongoing.
5. Takoishi Premium should constantly improve the ability of its employees so that they can always serve consumers in a friendly, polite, and responsive manner if consumers experience difficulties and understand the product.
6. Takoishi Premium should maintain easy and fast processing of goods so that consumers do not have to queue for too long to get the products.
7. Takoishi Premium should use product photos that can arouse appetite with clear photos so that consumers are more attracted to buy products.

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